Citizen Reference Panel – Summary of May 2016 report

This research was conducted as focus groups involving a total of 19 respondents across two sessions held in Stockport on 19th May 2016.

Participants, who were all regular users of online services, were recruited to represent three previously identified attitudinal groups Fundamentalist, Unconcerned and Pragmatic.

Each group lasted nearly two hours and covered three core topics: Customer Service, Consent and Conditions and Internet of Things – Fitness Trackers.

Customer Service

Respondents said good and bad customer service is driven by the same elements whether relating to private or public sector.

Key elements that represent good customer service include short queues / prompt answering of phone calls, delivery against promises made, e-mail responses within 24 hours and well-constructed websites which have an intuitive flow.

Consent and Conditions

Preference is overwhelmingly for the opt-in approach, recommended as standard practice by the ICO website, as opposed to opt-out or mixed format versions.

Where consent is given, e-mail is the most likely channel selected, followed by texts. These are both viewed as least intrusive and provide easiest approach for deletion and to unsubscribe.

Internet of Things – Fitness Trackers

There was a clear generational split with regard to fitness trackers with those aged in their 20’s and 30’s and from within the pragmatic and unconcerned groups most likely to use.

Current users and those considering purchase of fitness trackers have not generally considered the implications of sharing activity data from these devices. As a result, they do not review privacy terms and conditions. Also, most feel they have no option but to consent if they want a tracking device or app to function therefore reviewing conditions becomes redundant.